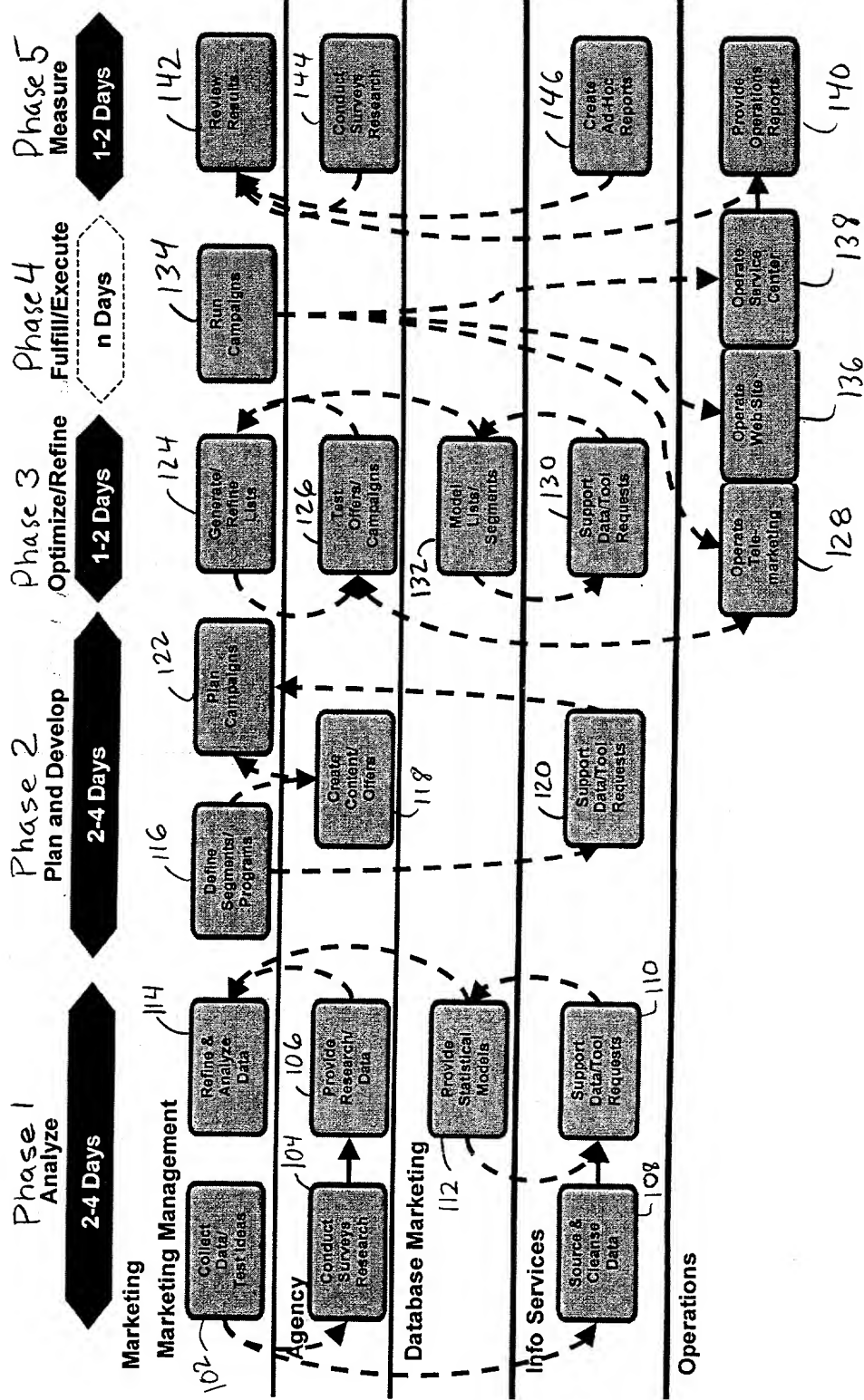


FIG. 2



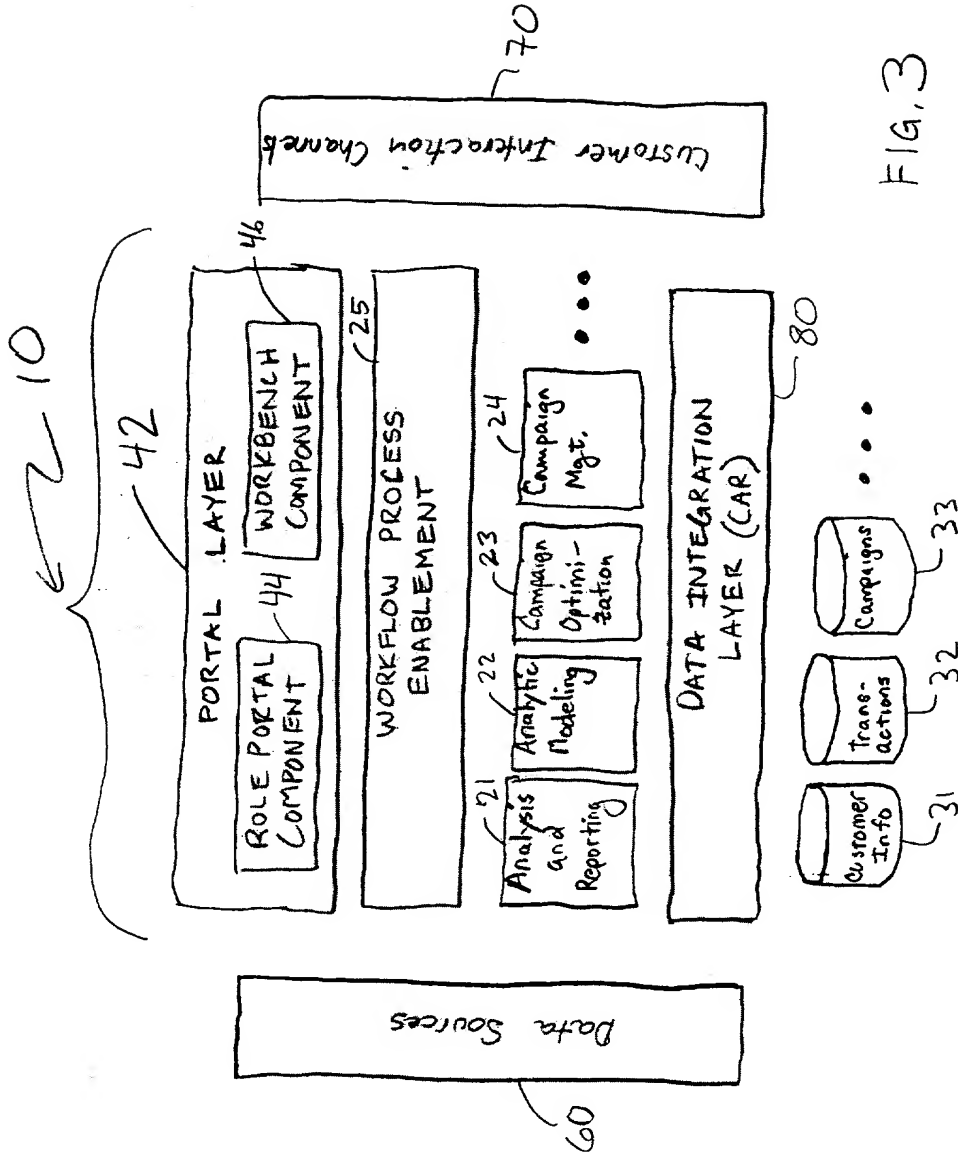


FIG. 4

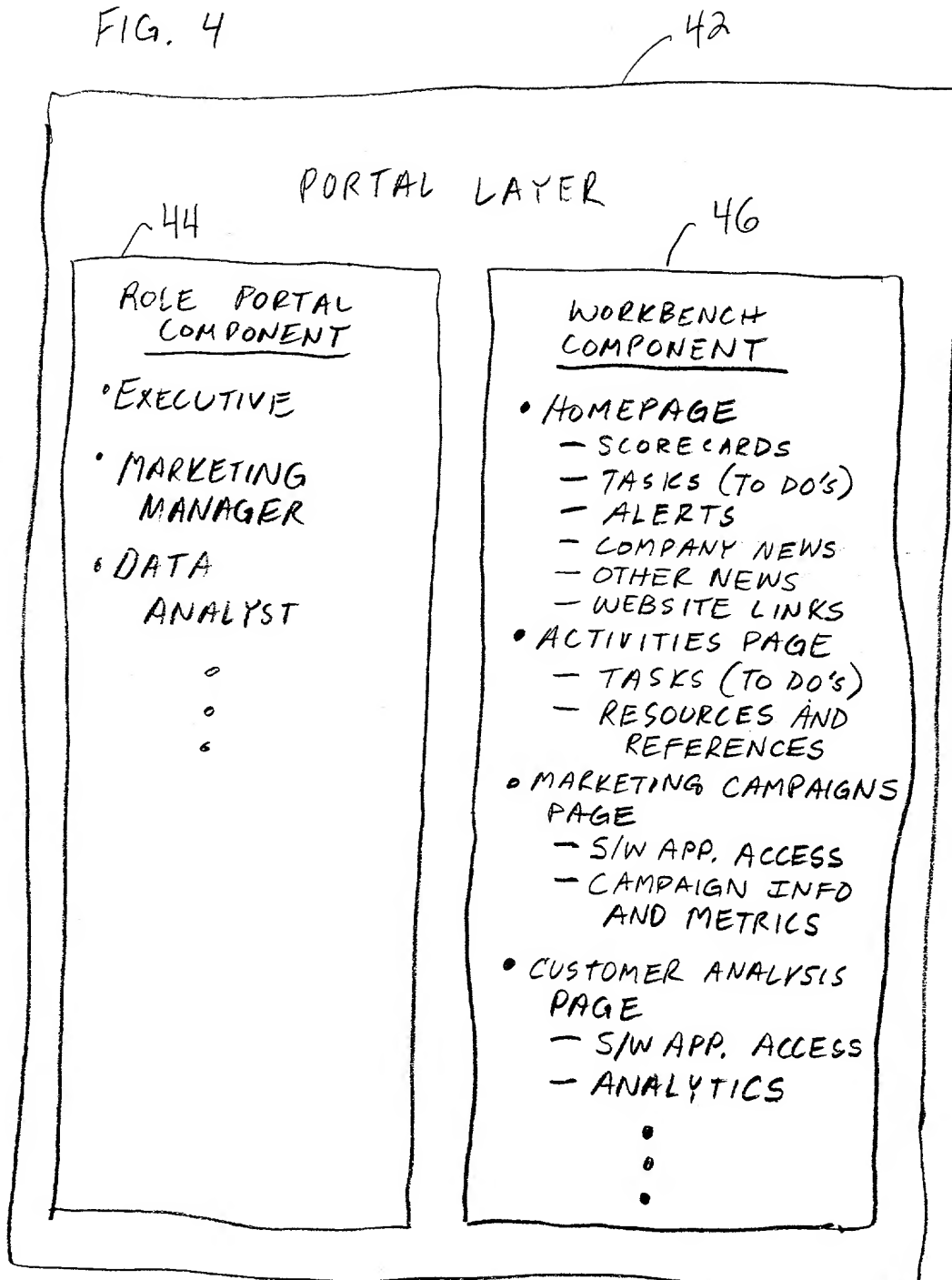
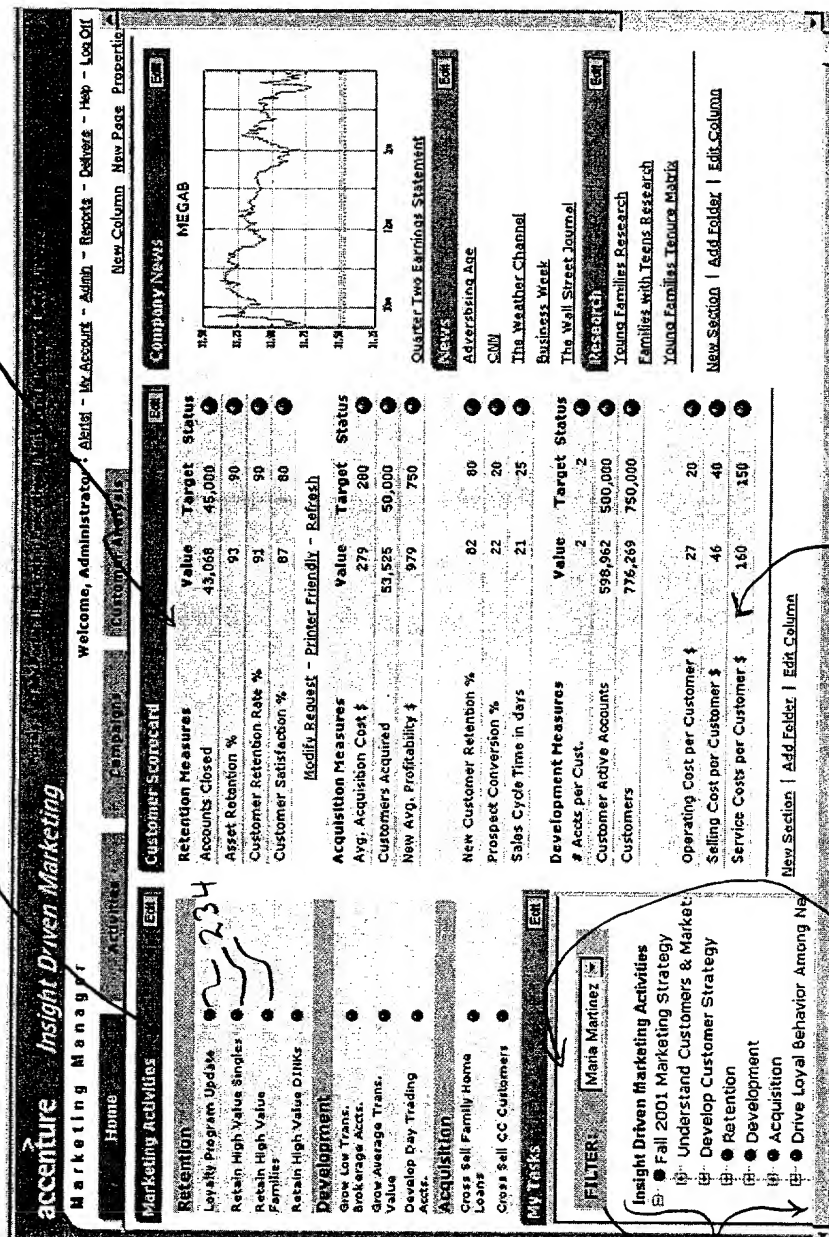


Fig. 5

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Fig. 6



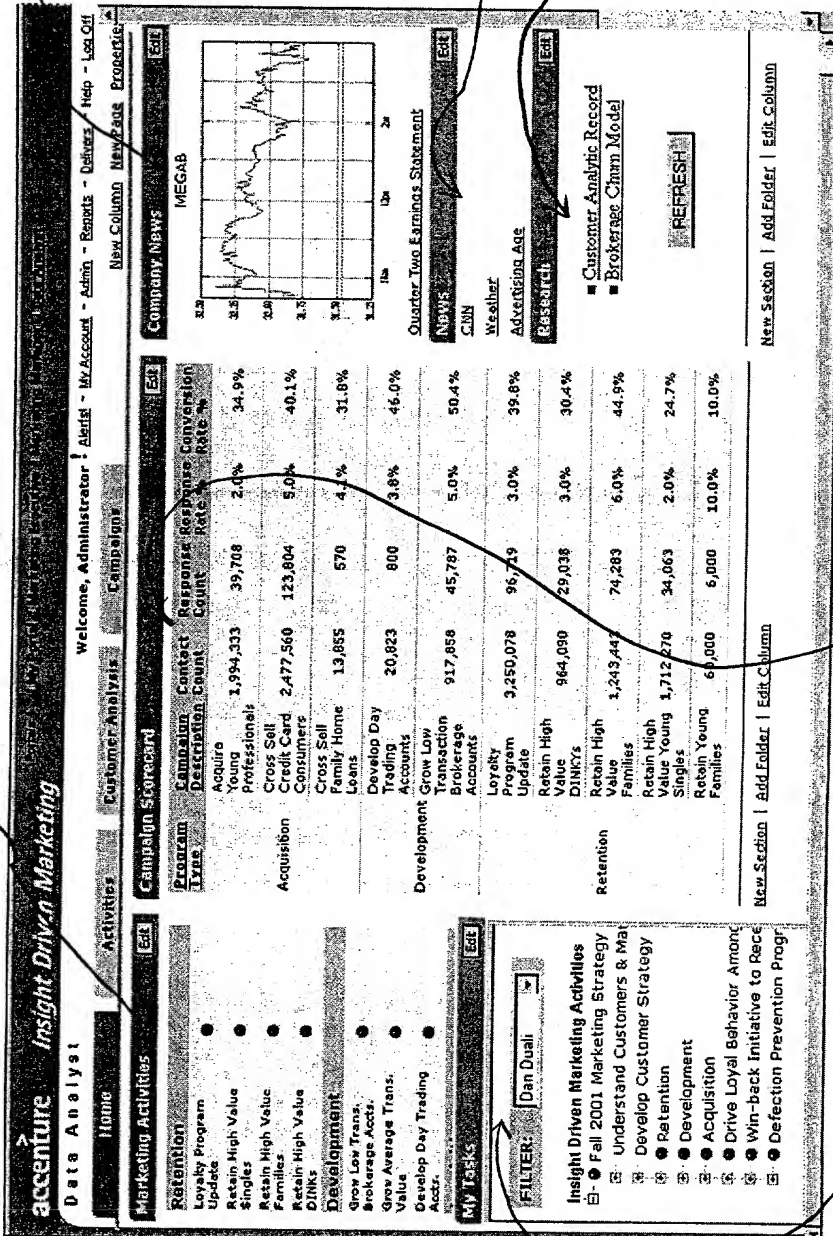


FIG. 7

R09 CompanyAssessment-KPI report.doc
R20b Objectives Memo.doc
R20 BusinessObjectives-KPI Report.doc

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560

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260, 272, 284, 296, 308, 320, 332, 344, 356, 368, 380, 392, 404, 416, 428, 440, 452, 464, 476, 488, 500, 512, 524, 536, 548, 560, 572, 584, 596, 608, 620, 632, 644, 656, 668, 680, 692, 704, 716, 728, 740, 752, 764, 776, 788, 800, 812, 824, 836, 848, 860, 872, 884, 896, 908, 920, 932, 944, 956, 968, 980, 992, 1004, 1016, 1028, 1040, 1052, 1064, 1076, 1088, 1100, 1112, 1124, 1136, 1148, 1160, 1172, 1184, 1196, 1208, 1220, 1232, 1244, 1256, 1268, 1280, 1292, 1304, 1316, 1328, 1340, 1352, 1364, 1376, 1388, 1400, 1412, 1424, 1436, 1448, 1460, 1472, 1484, 1496, 1508, 1520, 1532, 1544, 1556, 1568, 1580, 1592, 1604, 1616, 1628, 1640, 1652, 1664, 1676, 1688, 1700, 1712, 1724, 1736, 1748, 1760, 1772, 1784, 1796, 1808, 1820, 1832, 1844, 1856, 1868, 1880, 1892, 1904, 1916, 1928, 1940, 1952, 1964, 1976, 1988, 2000, 2012, 2024, 2036, 2048, 2060, 2072, 2084, 2096, 2108, 2120, 2132, 2144, 2156, 2168, 2180, 2192, 2204, 2216, 2228, 2240, 2252, 2264, 2276, 2288, 2300, 2312, 2324, 2336, 2348, 2360, 2372, 2384, 2396, 2408, 2420, 2432, 2444, 2456, 2468, 2480, 2492, 2504, 2516, 2528, 2540, 2552, 2564, 2576, 2588, 2600, 2612, 2624, 2636, 2648, 2660, 2672, 2684, 2696, 2708, 2720, 2732, 2744, 2756, 2768, 2780, 2792, 2804, 2816, 2828, 2840, 2852, 2864, 2876, 2888, 2900, 2912, 2924, 2936, 2948, 2960, 2972, 2984, 2996, 3008, 3020, 3032, 3044, 3056, 3068, 3080, 3092, 3104, 3116, 3128, 3140, 3152, 3164, 3176, 3188, 3200, 3212, 3224, 3236, 3248, 3260, 3272, 3284, 3296, 3308, 3320, 3332, 3344, 3356, 3368, 3380, 3392, 3404, 3416, 3428, 3440, 3452, 3464, 3476, 3488, 3500, 3512, 3524, 3536, 3548, 3560, 3572, 3584, 3596, 3608, 3620, 3632, 3644, 3656, 3668, 3680, 3692, 3704, 3716, 3728, 3740, 3752, 3764, 3776, 3788, 3800, 3812, 3824, 3836, 3848, 3860, 3872, 3884, 3896, 3908, 3920, 3932, 3944, 3956, 3968, 3980, 3992, 4004, 4016, 4028, 4040, 4052, 4064, 4076, 4088, 4100, 4112, 4124, 4136, 4148, 4160, 4172, 4184, 4196, 4208, 4220, 4232, 4244, 4256, 4268, 4280, 4292, 4304, 4316, 4328, 4340, 4352, 4364, 4376, 4388, 4400, 4412, 4424, 4436, 4448, 4460, 4472, 4484, 4496, 4508, 4520, 4532, 4544, 4556, 4568, 4580, 4592, 4604, 4616, 4628, 4640, 4652, 4664, 4676, 4688, 4700, 4712, 4724, 4736, 4748, 4760, 4772, 4784, 4796, 4808, 4820, 4832, 4844, 4856, 4868, 4880, 4892, 4904, 4916, 4928, 4940, 4952, 4964, 4976, 4988, 5000, 5012, 5024, 5036, 5048, 5060, 5072, 5084, 5096, 5108, 5120, 5132, 5144, 5156, 5168, 5180, 5192, 5204, 5216, 5228, 5240, 5252, 5264, 5276, 5288, 5300, 5312, 5324, 5336, 5348, 5360, 5372, 5384, 5396, 5408, 5420, 5432, 5444, 5456, 5468, 5480, 5492, 5504, 5516, 5528, 5540, 5552, 5564, 5576, 5588, 5600, 5612, 5624, 5636, 5648, 5660, 5672, 5684, 5696, 5708, 5720, 5732, 5744, 5756, 5768, 5780, 5792, 5804, 5816, 5828, 5840, 5852, 5864, 5876, 5888, 5900, 5912, 5924, 5936, 5948, 5960, 5972, 5984, 5996, 6008, 6020, 6032, 6044, 6056, 6068, 6080, 6092, 6104, 6116, 6128, 6140, 6152, 6164, 6176, 6188, 6200, 6212, 6224, 6236, 6248, 6260, 6272, 6284, 6296, 6308, 6320, 6332, 6344, 6356, 6368, 6380, 6392, 6404, 6416, 6428, 6440, 6452, 6464, 6476, 6488, 6500, 6512, 6524, 6536, 6548, 6560, 6572, 6584, 6596, 6608, 6620, 6632, 6644, 6656, 6668, 6680, 6692, 6704, 6716, 6728, 6740, 6752, 6764, 6776, 6788, 6800, 6812, 6824, 6836, 6848, 6860, 6872, 6884, 6896, 6908, 6920, 6932, 6944, 6956, 6968, 6980, 6992, 7004, 7016, 7028, 7040, 7052, 7064, 7076, 7088, 7100, 7112, 7124, 7136, 7148, 7160, 7172, 7184, 7196, 7208, 7220, 7232, 7244, 7256, 7268, 7280, 7292, 7304, 7316, 7328, 7340, 7352, 7364, 7376, 7388, 7400, 7412, 7424, 7436, 7448, 7460, 7472, 7484, 7496, 7508, 7520, 7532, 7544, 7556, 7568, 7580, 7592, 7604, 7616, 7628, 7640, 7652, 7664, 7676, 7688, 7700, 7712, 7724, 7736, 7748, 7760, 7772, 7784, 7796, 7808, 7820, 7832, 7844, 7856, 7868, 7880, 7892, 7904, 7916, 7928, 7940, 7952, 7964, 7976, 7988, 8000, 8012, 8024, 8036, 8048, 8060, 8072, 8084, 8096, 8108, 8120, 8132, 8144, 8156, 8168, 8180, 8192, 8204, 8216, 8228, 8240, 8252, 8264, 8276, 8288, 8300, 8312, 8324, 8336, 8348, 8360, 8372, 8384, 8396, 8408, 8420, 8432, 8444, 8456, 8468, 8480, 8492, 8504, 8516, 8528, 8540, 8552, 8564

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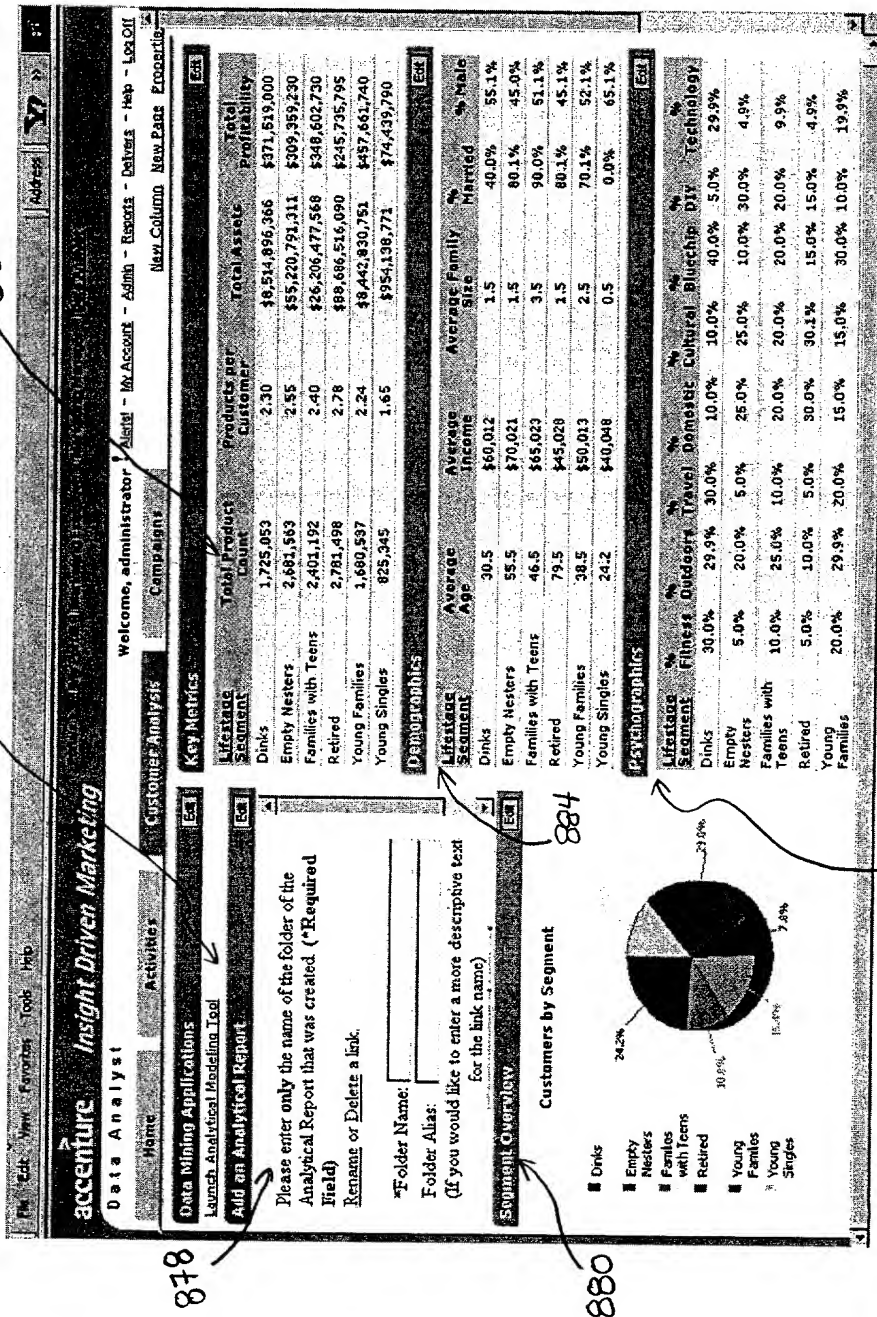
H.G. 10

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Fig. 11



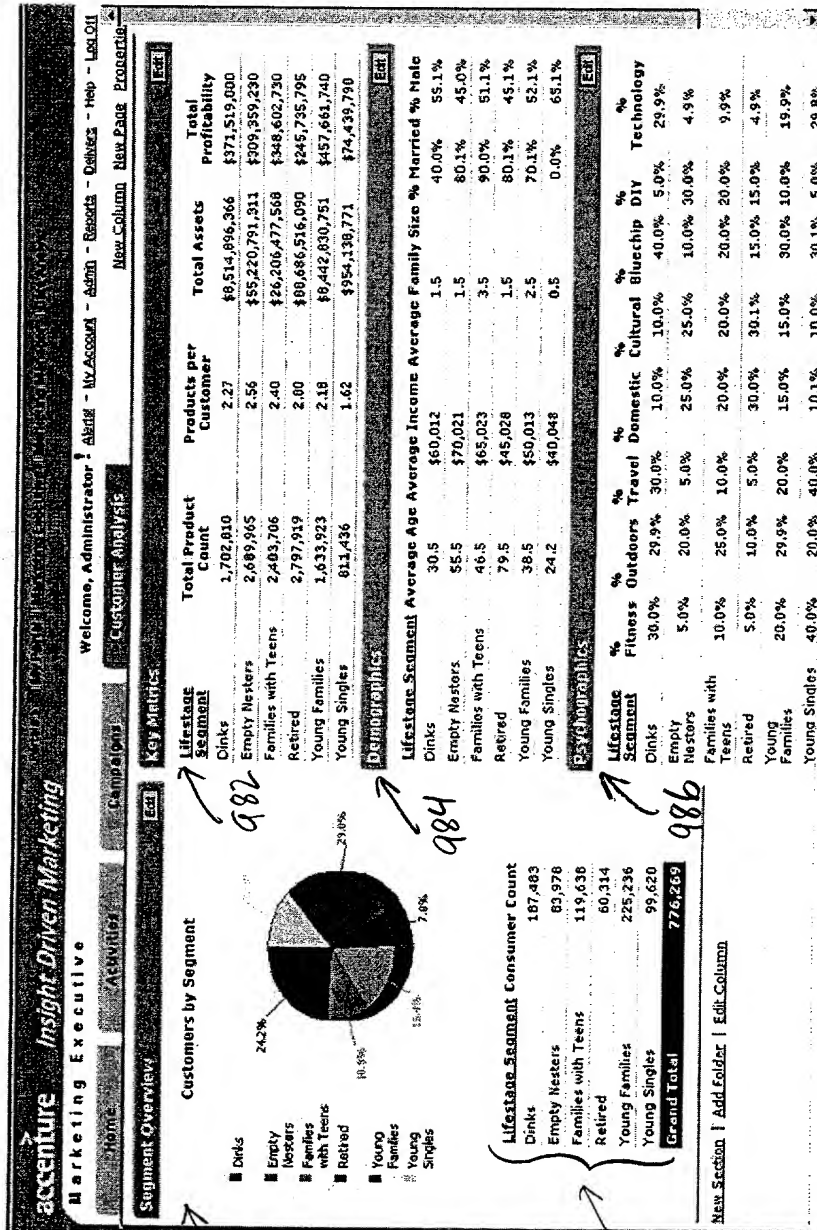


FIG. 12

For many companies today, moving from marketing idea to campaign execution is a long, laborious series of steps. Collaboration is hindered by fractional silos. Data are gathered in batch from internal departments and outside agencies. By the time the campaign is out the door, the data long a good, leveling opportunity to more quickly meeting competitors.



Marketing maverick comes up with idea

Marketing maverick
rests idea with a few
people



**Marketing maverick asks IS
to do an extract based on**

First extract comes back

Marketing maverick checks out the data

Marketing maverick asks analysts to do some predictive modeling

Gathered in a quality circle, the cross-functional marketing team views analysis of real-time data, brainstorm ideas, and assign responsibilities. With integrated tools and data at their fingertips, they are able to move quickly, employing technology to integrate customer data, content, and affiliation to deliver the marketing campaign—getting it right the first time.

Marketing manager calls cross-functional team together to present ideas. Team biddies.

Marketing manager calls cross-functional team together to present ideas. Team bundles

Team dispersal to fulfill tasks

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FIG. 13B

